

ORDER



Orders
Order / Rev: 363262
Alt Order #: 06864469
Product Desc: DEAN HELLER/NRSC
Estimate:
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/16/12 / 10/16/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller/R/Senate
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	74	\$23,875.00	\$20,293.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	74	\$23,875.00	\$20,293.75	0.00
Totals	74	\$23,875.00	\$20,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	18%	\$23,875.00
Market	100%	\$132,638.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$33,159.72
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$34,486.11
KTUD	1%	\$1,326.39
KVMY	5%	\$6,631.94
KVVU	22%	\$29,180.56
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,979.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/17/12	10/19/12	M-F 5-6am Action News	CM	M-F 5-6a (5:30 AM-6:00 AM)	-- WTF--	:30	2	\$150.00	P-05	0.00	NM	2	\$300.00

KTNV - Las Vegas

Order / Rev: 363262
 Alt Order #: 06864469
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller/R/Senate
 Product Desc: DEAN HELLER/NRSC
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	10/22/12	10/23/12	ABC Programming 1p-2p ABC Programming 1p-2p M-F	CM	M-F 1P-2P MT-----	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00
REVOLUTION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----		2		\$250.00			0.00			
E 14	KTNV	10/17/12	10/19/12	2p Syndicated Show 2p Syndicated Show	CM	2p-3p --WTF--	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--		2		\$250.00			0.00			
E 15	KTNV	10/22/12	10/23/12	2p Syndicated Show 2p Syndicated Show	CM	2p-3p MT-----	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----		1		\$250.00			0.00			
E 16	KTNV	10/17/12	10/19/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P --WTF--	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--		2		\$225.00			0.00			
E 17	KTNV	10/22/12	10/23/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MT-----	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----		1		\$225.00			0.00			
E 18	KTNV	10/17/12	10/19/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P --WTF--	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--		2		\$200.00			0.00			
E 19	KTNV	10/22/12	10/23/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P MT-----	:30	1	\$200.00	P-05	0.00	NM	1	\$200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----		1		\$200.00			0.00			
E 20	KTNV	10/17/12	10/19/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P --WTF-- (4:00 PM-4:30 PM)	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--		1		\$275.00			0.00			
E 21	KTNV	10/22/12	10/23/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:00 PM-4:30 PM)	:30	2	\$275.00	P-05	0.00	NM	2	\$550.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----		2		\$275.00			0.00			
E 22	KTNV	10/17/12	10/19/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P --WTF-- (4:30 PM-5:00 PM)	:30	2	\$275.00	P-05	0.00	NM	2	\$550.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--		2		\$275.00			0.00			
E 23	KTNV	10/22/12	10/23/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:30 PM-5:00 PM)	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----		1		\$275.00			0.00			
E 24	KTNV	10/17/12	10/19/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p --WTF--	:30	2	\$375.00	P-05	0.00	NM	2	\$750.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--		2		\$375.00			0.00			
E 25	KTNV	10/22/12	10/23/12		CM	M-F 5-5:30p MT-----	:30	1	\$375.00	P-05	0.00	NM	1	\$375.00

Order / Rev: 363262
 Alt Order #: 06864469
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heller/R/Senate
 Product Desc: DEAN HELLER/NRSC
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-5:30p Action News @ 5p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$375.00		0.00			
E 26	KTNV	10/17/12	10/19/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$400.00		0.00			
E 27	KTNV	10/22/12	10/23/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$400.00		0.00			
E 28	KTNV	10/17/12	10/19/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$400.00		0.00			
E 29	KTNV	10/22/12	10/23/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$400.00		0.00			
E 30	KTNV	10/17/12	10/19/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	:30	2	\$275.00	P-05	0.00	NM	2	\$550.00
				ACCESS HOLLYWOOD										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$275.00		0.00			
E 31	KTNV	10/22/12	10/23/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
				ACCESS HOLLYWOOD										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$275.00		0.00			
E 32	KTNV	10/17/12	10/19/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	:30	2	\$275.00	P-05	0.00	NM	2	\$550.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$275.00		0.00			
E 33	KTNV	10/22/12	10/23/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$275.00		0.00			
E 34	KTNV	10/17/12	10/19/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	:30	2	\$700.00	P-05	0.00	NM	2	\$1,400.00
				LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$700.00		0.00			
E 35	KTNV	10/22/12	10/23/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	:30	1	\$700.00	P-05	0.00	NM	1	\$700.00
				LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----				1	\$700.00		0.00			
E 36	KTNV	10/17/12	10/19/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a	:30	3	\$350.00	P-05	0.00	NM	3	\$1,050.00
				NIGHTLINE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$350.00		0.00			
E 37	KTNV	10/22/12	10/23/12		CM	M-F 11:35-12:05a	:30	2	\$350.00	P-05	0.00	NM	2	\$700.00

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 11:35-12:05a Nightline												
NIGHTLINE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----		2			\$350.00		0.00					
E 38	KTNV	10/17/12	10/17/12	Wed ABC Prime C REVENGE	CM	Wed 10-11p REVE-	-W----	:30	1	\$1,350.00	P-05	0.00	NM	1	\$1,350.00	
REVENGE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----		1			\$1,350.00		0.00					
E 39	KTNV	10/20/12	10/21/12	Sat-Sun 5a-6a Action News Sat-Sun 5a-6a Action News	CM	Sat-Sun 5a-6a (5:00 AM-5:30 AM)	-----SS	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00	
KTNV 5A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----SS		2			\$200.00		0.00					
E 40	KTNV	10/20/12	10/21/12	Sat-Sun 5a-6a Action News Sat-Sun 5a-6a Action News	CM	Sat-Sun 5a-6a (5:30 AM-6:00 AM)	-----SS	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00	
KTNV 530A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----SS		2			\$200.00		0.00					
E 41	KTNV	10/20/12	10/21/12	Sat-Sun 6-7a Action News	CM	Sat-Sun 6-7a (6:00 AM-6:30 AM)	-----SS	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00	
KTNV 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----SS		2			\$250.00		0.00					
E 42	KTNV	10/20/12	10/21/12	Sat-Sun 6-7a Action News	CM	Sat-Sun 6-7a (6:30 AM-7:00 AM)	-----SS	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00	
KTNV 630A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----SS		2			\$250.00		0.00					
E 43	KTNV	10/20/12	10/21/12	Sat-Sun 7-8a Good Morning American Week	CM	Sat-Sun 7-8a	-----SS	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00	
GMA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----SS		2			\$325.00		0.00					
E 44	KTNV	10/20/12	10/21/12	Sat-Sun 8-9a Action News	CM	Sat-Sun 8-9a	-----SS	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----SS		2			\$250.00		0.00					
E 45	KTNV	10/20/12	10/20/12	College Football Daytime College Football Daytime	CM	9a-4p	-----S-	:30	1	\$900.00	P-05	0.00	NM	1	\$900.00	
NCAA FOOTBALL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1			\$900.00		0.00					
E 46	KTNV	10/20/12	10/20/12	Sat 6-6:30p Action News	CM	Sat-6-6:30p	-----S-	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1			\$250.00		0.00					
E 47	KTNV	10/21/12	10/21/12	This Week This Week	CM	Sat-Sun 9a-7p	-----S	:30	1	\$450.00	P-05	0.00	NM	1	\$450.00	
THIS WEEK																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1			\$450.00		0.00					
E 48	KTNV	10/21/12	10/21/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00	
KTNV SUN EN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1			\$300.00		0.00					
Totals													74	\$23,875.00		